

ECO Destination journey

Central Coast become an ECO Destination Applicant

NPWS,
State Forests,
Darkinjung LALC
support program

1

Aug 2020
Submit EOI for WWF-Australia funding

2

Sep 2020
EOI successful

3

Oct-Nov 2020
Partnership begins with Ecotourism Australia

4

Dec 2020
Coast host satellite Global Eco Conference

5

Jan 2020 - Apr 2021
Council stakeholder engagement

10

Aug 2021 - Mar 2022
Stakeholder & community engagement

9

Oct 2021
Finalist in Green Destinations Top 100 List

8

Jul 2021
10 businesses join Council's pilot ECO Advocate incentive program

7

Jun 2021
Join Green Travel Guide and Top 100 competition

6

May 2021
Site Induction & tourism industry morning tea

11

Apr 2022
Application check & independent Site Audit

12

May 2022
Nature tourism level certified 87 criteria

13

Jun 2022
World Environment Day Central Coast is a certified **ECO Destination!**

14

Oct 2022
Finalist in Green Destinations Top 100 List

15

Apr 2023
Launch second ECO Advocate incentive program

20

Jan 2025
Ecotourism level certified

19

Dec 2024
Application check & independent site

18

Oct 2024
Finalist in Green Destinations Top 100 List

17

Mar 2024
Winner in Green Destinations Story Awards in ITB Berlin

16

Oct 2023
Finalist in Green Destinations Top 100 List

21

Mar 2025
Second Place in Green Destinations Story Awards in ITB Berlin

UTS Shopfront partnership support

Business ECO Certification bootcamp program launches

Complete all sustainability & ecotourism criteria

Compliant audit report received by Ecotourism Australia

Compliant audit report received by Ecotourism Australia.

12 ECO Certified operators in region

8 ECO Certified operators in region

- Engagement stage
- Application stage
- Audit stage
- Certification & Marketing stage

centralcoast
NEW SOUTH WALES

